ABSTRACT

A system and method for changing attributes of an image-based product in which an attribute of a first image is automatically identified and a new value for a product attribute of the image-based product is automatically selected based on the image attribute. Also, a user interface can be provided that allows a user to actuate a user interface control in order to select a new value for a product attribute of an image-based product. Such techniques can be used to offer image-based products for sale over a computer network such as the Internet so that the user can change attributes of the image-based products before ordering.